

Director of Resource Development

Centro Campesino in South Florida

Position Specifications:

Employment Classification: Regular, Full-Time

Salary: \$60,000 - \$80,000 DOE

Reports To: Executive Director

Location: South Florida, Homestead, FL

Job Description:

The Director of Resource Development will develop and implement Centro Campesino's fund development and communications strategy to increase funding and brand presence. The individual will lead the organization in the building and strengthening of relationships with donors and donor prospects to increase private financial support for Centro Campesino. The Director is expected to provide persuasive leadership as a member of the senior management team and bring credibility, passion and commitment to Centro Campesino's mission. This position reports to the Executive Director and works closely with the Board of Director's Resource Development Committee.

Duties and Responsibilities:

Fund Development Role

- Develop an organization fund development plan that includes financial goals, specific staff objectives, and strategies for funder cultivation and systematic solicitation of prospects.
- Assist the Board in developing a Board fundraising plan that addresses various strategies such as corporate/foundation relationships, individual giving, and signature events, and other methods.
- Lead and implement a comprehensive fund development program with support from the senior staff. Take primary role in donor stewardship and relationship building with donors.
- Serve as project manager for special events including developing event goals and budget through collaboration with staff, committees and vendors. Solicit sponsorships, donations, corporate matching gifts and charitable bequests.
- Maintain effective working relationships with donors, volunteers, government, media, foundation representatives, and others to nurture their connection to the organization.

Communications/Public Relations Role

- Develop and implement an integrated strategic communications plan to support resource development objectives and advance Centro Campesino's brand identity, broaden awareness of its mission and priorities, and increase visibility.
- Support the Executive Director, Leadership Team and Board Committees in communications and media strategies.
- Deliver public presentations on Centro Campesino, its lines of business; and to the Board of Directors as requested.

Qualifications

- **Stewardship/Fundraising:** Proven success in fund development for a nonprofit organization – managing funder portfolio and achieving annual fundraising goals.
- **Project Leadership:** Experience in planning, leading, and managing development projects, including coordinating with peers to achieve desired outcomes, and tracking and reporting on progress to senior managers/board of directors.
- **Entrepreneurial Spirit:** A results-oriented self-starter that initiates and actively seeks to develop and deepen donor relationships.
- **Communications:** Skilled in creating powerful, compelling written and oral communications for fundraising. Ability to convey complex ideas through brief, simple materials. Experience and credibility when presenting materials to external audiences.
- Familiarity with the use of electronic media, especially social media is highly desired.

Education and/or Experience:

- A minimum of five to ten years of experience leading successful fundraising campaigns for a non-profit agency required. Familiarity with Raisers Edge or other fundraising software a plus.
- Bachelor's degree from a four-year college or university.
- Experience working with a variety of media, public relations activities and with planning and executing special events is highly desirable.
- Proficient in MS Office (Word, Excel, Outlook and PowerPoint).
- Experience with graphic design software such as InDesign, Adobe Creative Suite or Photoshop a plus.
- Knowledge and experience of the local market a plus.

Benefits:

Centro Campesino is an equal opportunity employer that is committed to providing a comprehensive, competitive and cost-effective benefits package that promotes a culture of employee well-being. The benefits package includes company-paid health insurance, sick and annual leave, life insurance and long-term disability insurance and 403b retirement account program with company contribution after one year of employment and an employee-paid dental insurance policy is also available.

To be considered, submit a cover letter indicating how you are an excellent match for the position qualifications and education/experience requirements and a resume to Alicia Moreno at AMoreno@CCFCFL.org

Agency Background/Culture: The Centro Campesino Farmworker Center was established in 1972 as a farmworker advocacy organization in response to the deplorable living conditions of farmworkers and other low-income families in South Florida. Today, Centro Campesino's lines of business are in four major areas: 1) **Housing and Housing Counseling**, includes affordable housing development and rentals, housing rehabilitation/weatherization, and homeownership counseling; 2) **Children and Youth Services**, includes learning centers for youth from low-performing schools, afterschool care, tutoring and a summer camp; 3) **Workforce Development**; includes adult vocational training and job placement and Science, Technology, Engineering, and Math (STEM) internships for high school students; 4) **Social Services and Advocacy** related to emergency financial assistance, disaster relief, fair housing, increasing access and referral to services.

Since its inception, Centro Campesino has built over 500 single family homes for low-income families, manage 132 affordable rental units, and rehabilitated more than 6,000 homes for rural low-income families in 11 Florida counties. The organization has guided over 3,000 families through the homeownership process and assisted over 2,000 distressed homeowners facing South Florida's foreclosure crisis. Website: www.centrocampesino.org